

Message Text

UNCLASSIFIED

PAGE 01 STATE 306708
ORIGIN COME-00

INFO OCT-01 EB-07 ISO-00 ARA-10 /018 R

DRAFTED BY COM/BIC/OIM/ANDEAN/HALINDOW
APPROVED BY EB/OCA/CM/JRRIELLY
COM/BIC/OIM/ANDEAN/TKBREWER
COM/BIC/OIM/EM/CGENDREAU
COM/BIC/OED/MEPD/TJASPER
STATE/ARA/E/JALLITTO
ARA/ECP/DLACEY (INFO)

----- 053108 /13

R 180220Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY QUITO
INFO AMCONSUL GUAYAQUIL

UNCLAS STATE 306708

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM: ECUADOR

REF: QUITO 2821; STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO THE PRELIMINARY FY 1978 CCP INPUTS SUBMITTED PER REFTEL IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO 1978 PROGRAM.

2. USDOC HAS REVIEWED POST'S RECOMMENDATIONS FOR NINE POSSIBLE CAMPAIGNS AND CONCURS SIX IS REASONABLE NUMBER IN VIEW OF POST MANPOWER RESOURCES LEVELS AND ECUADOREAN ECONOMIC SCENE. WE SUGGEST THREE CAMPAIGNS (FISHING, UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 306708

BUSINESSESDDDS EQUIPMENT AND COMPUTERS AND TELECOMMUNICATIONS EQUIPMENT) BE INCLUDED UNDER HEADING OTHER SPECIAL POST EFFORTS, UNLESS POST HAS COMPELLING REASONS TO CONTRARY. WE DOUBT FULL CAMPAIGN WARRANTED FOR FISHING COMPLEX IN VIEW OF CONTINUING GOE DIFFICULTIES IN ATTRACTING FINANCING AND INVESTORS. BUSINESS EQUIPMENT AND

TELECOMMUNICATIONS APPEAR TO HAVE RELATIVELY LOWER PAY-OFF

IN TERMS OF EXPECTED U.S. SALES. OBVIOUSLY INTERVENING DEVELOPMENTS COULD NECESSITATE A CHANGE IN CATEGORY AND POST SHOULD UNDERTAKE PERIODIC REVIEWS OF CAMPAIGN THEMES TO DETERMINE DEGREE OF BUSINESS ACTIVITY TO BE EXPECTED FROM EACH. THIS WOULD ENSURE FLEXIBILITY IN AVOIDING OR ELIMINATING THEMES IN ACTIVE SECTORS WHILE SUBSTITUTING OTHERS, IF ANY, THAT HOLD PROMODISE OFATTRACTIVE OPPORTUNITIES FOR U.S. BUSINESS.

3. WITH REFERENCE TO OTHER SPECIAL POST EFFORTS PLEASE NOTE THAT THE MISSION'S MARKET ANALYSIS UNIT (MAU) SHOULD, IN ADDITION TO POST-INITIATED MARKET STUDIES, UNDERTAKE STUDIES IN SUPPORT OF TWO ALTERNATE THEMES IN FY 1978 EVENT SCHEDULE. SPECIFICALLY WE REFER TO CONSUMER GOODS (CATALOG SHOW) AND HEALTH CARE (TRADE MISSION). WE HAVE CHOSEN CONSUMER GOODS ON ASSUMPTION THAT ECUADOR'S BALANCE OF PAYMENTS WILL BE SUFFICIENTLY FAVORABLE IN NEXT TWO YEARS TO PERMIT REMOVAL OF IMPORT SURCHARGES AND OTHER IMPOSITIONS AFFECTING THESE GOODS. WITH RESPECT TO HEALTH CARE WE NOTE RECENT MARKED INCREASE IN TRADE OPPORTUNITIES AND TENDERS AND ASSUME THIS PRODUCT CATEGORY WILL GAIN IN IMPORTANCE IN YEARS AHEAD AS GOE INCREASES SPENDING FOR HEALTH PURPOSES.

4. FY 78 CCP IN SEPARATE NARRATIVE ENTITLED TRADE PROMOTION EVENT SUPPORT WILL PROVIDE COVERAGE AND SUPPORT FOR EVENTS NOT INCLUDED IN CAMPAIGNS. CURRENTLY, FY 78 EVENT SCHEDULE CONSISTS OF EDUCATIONAL TRAINING MATERIALS UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 306708

(TECHNICAL SALES SEMINAR) AND PRINTING AND GRAPHIC ARTS (TRADE MISSION). ALTERNATE THEMES PRESENTLY ARE METAL-WORKING AND HEALTH CARE (TRADE MISSIONS) AND CONSUMER GOODS (CATALOG SHOW).

5. SEMI-ANNUAL MAJOR PROJECT SUMMARY REPORTS CONTINUED TO BE IMPORTANT MARKETING NEDDVEHICLE AND SHOULD CONTIN BE SUBMITTED.
KISSINGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE306708
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/ANDEAN/HALINDOW
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760465-1090
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761230/aaaaazjz.tel
Line Count: 106
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 QUITO 2821, 76 STATE 292385
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 22 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 JUN 2004 by chengls>; APPROVED <30 AUG 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1978 COUNTRY COMMERCIAL PROGRAM: ECUADOR
TAGS: BEXP, EC
To: QUITO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006